



Michael J. Henry
Director of Personnel

LOS ANGELES COUNTY LEARNING ACADEMY

DEPARTMENT OF HUMAN RESOURCES
ORGANIZATIONAL AND EMPLOYEE DEVELOPMENT DIVISION

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August 4, 2006

To: All Department Heads
From: Michael J. Henry
Director of Personnel
Subject: **Customer Service Workshop –September 2006**

I am pleased to announce that the Los Angeles County Learning Academy will be offering a repeat performance of the highly praised two-day workshop **"Attaining Customer Service Excellence: A Systems Approach,"** presented by Tina Sung. This program is designed for County employees who are leading efforts to improve customer service outcomes and will provide them with the tools to take each department's customer service strategy to the next level.

Tina Sung, nationally recognized leader in the promotion of excellence in workplace learning and performance, will lead this timely new workshop. She is the immediate past President and CEO of the American Society of Training and Development. During the Clinton administration, she served six years as an advisor to the Office of the Vice President's National Performance Review and the National Partnership for Reinventing Government. For seven years, she served on the Malcolm Baldrige National Quality Award Board of Examiners, an award program established by the U.S. Congress to recognize the highest performing organizations in the United States.

The goal of this workshop is to deepen participants' understanding of customer service excellence and then translate that into a plan for action. This workshop will examine the results of the Health and Human Services Customer Satisfaction Survey to determine the County's strengths and opportunities for improvement. Analysis of the new Customer Service and Satisfaction Standards, discussion with peers about current challenges and approaches, and identifying opportunities for collaboration across departments will prepare participants to put together a unique customer service strategy tailored to each department's mission.

Attaining Customer Service Excellence: A Systems Approach

Wednesday, September 6 and Thursday, September 7, 2006

8:30 a.m. – 4:30 p.m.

Carson Community Center

This workshop is designed for managers, assistant managers, and key leaders of your team responsible for customer service excellence. Participation is limited to 70 individuals. To ensure your department is represented, please encourage one to two of your key players in customer service to apply soon. Participants will be selected by the Learning Academy, and departments if so desired.

As always, we appreciate your continuing support of the programs offered by the Academy. If you have any questions, please feel free to call Lu Takeuchi, Senior Human Resources Manager at (213) 738-2299 or Sarah Palacios of her staff at (213) 738-2129.

MJH: TJH
LT: SP

Attachment

c: Each Supervisor
Administrative Deputies
Personnel Officers
Department Training Coordinators

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A Los Angeles County Learning Academy Special Event

ATTAINING CUSTOMER SERVICE EXCELLENCE: A SYSTEMS APPROACH

Wednesday and Thursday, September 6 and 7, 2006

8:30 a.m. – 4:30 p.m.

Carson Community Center

This special two-day seminar is for Los Angeles County managers, executives, and other key leaders responsible for customer service excellence. Participants will have the opportunity to hear from and work with Tina Sung, a national leader and expert in the field of customer service and performance improvement in the Government setting.

At this workshop participants will:

- ◆ Understand the different kinds of customers they have, their differing needs and measures of satisfaction.
- ◆ Gain a systems perspective to help identify where to focus improvement efforts.
- ◆ Hear from practitioners who are on the customer service excellence journey on what's working for them, mistakes they made, and lessons learned.
- ◆ Have an opportunity to interact with peer managers, directors and leaders to share experiences and puzzle through some of the challenges.
- ◆ Come away with insights that will help them develop a customer service excellence strategy unique to their department's mission.

SPEAKERS

Welcome	Michael J. Henry, Director of Personnel
Introduction	Jon Fullinwider, Chief Information Officer
Facilitator	Alan Glassman, Professor California State University, Northridge
Workshop Presenter	Tina Sung, President, Synergy Works LLC

AGENDA

Day One	Deepening our Commitment to Service Delivery in a Government Setting The County of Los Angeles Experience
Day Two	Where We Are Today Exploring Customer Service Outcomes: Beyond Basics

To apply for this workshop please complete and return the enclosed application to Sarah Palacios by fax at 213.637.0094. For additional questions please contact Ms. Palacios at 213.738.2129.

Participants are on their own for lunch.

Tina Sung is a nationally recognized leader in the promotion of excellence in workplace learning and performance. Ms. Sung recently founded Synergy Works LLC to provide strategy and performance improvement consulting services to the Federal Government, NGOs and Fortune 500 companies. She is a co-founder of the Federal Quality Institute and the immediate past President and CEO of the American Society for Training and Development. Ms. Sung has over 20 years of experience in business and executive management, strategy, marketing, quality, customer satisfaction, human resources, and operations in the public, non-profit, and private sectors. She is an award-winning leader and expert in the quality improvement field. Ms. Sung was the Executive Director of the Federal Quality Consulting Group at the former Vice President's National Performance Review. In addition to her federal work, Ms. Sung served as a Senior Examiner for the Malcolm Baldrige National Quality Award for six years where she evaluated and provided feedback to Fortune 500 executives to improve their companies' performance.

The Academy

ATTAINING CUSTOMER SERVICE EXCELLENCE: A SYSTEMS APPROACH

Please type or print clearly. Incomplete or illegible applications will not be processed.

County Employee Number

Last Name

First Name

Middle Initial

Current Position

Payroll Title (if different)

Item Number

Work Phone

Extension

Fax

Email Address

County Department

Department Number

Work Address

City

Zip Code

PROGRAM COSTS

All costs of this workshop, including materials, parking and instruction are paid for by the Academy. Participants are on their own for lunch.

PROGRAM REGISTRATION

This application indicates an interest in the program, not guaranteed enrollment. Space in this workshop is limited and will be filled on a departmental first come, first served basis. Pre-registration is required and there will be no onsite registration. Participation in this workshop will require your manager/supervisor's approval and signature, to be obtained in the upcoming enrollment process.

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8:30 a.m. – 4:30 p.m.

Carson Community Center

QUESTIONS?

For questions or to inquire about accommodations needed to participate in this workshop, please contact Sarah Palacios at 213.738.2129 or spalacios@lacdhr.org.

Please return your completed application to Sarah Palacios at
3333 Wilshire Blvd, Suite 1000, Los Angeles, CA 90010
or by fax at 213.637.0094.